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AUTHOR Evans, Ian G.
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ABSTRACT

To guarantee their funding, schools in Great Britain must compete to attract students. This handbook describes how marketing is critical to a school's economic survival and offers guidelines for those in educational management who must make long-range decisions regarding the direction and position of their institution. Part 1 covers basic marketing theory. Chapters 1 and 2 introduce basic terms and concepts used in marketing, and chapters 3 and 4 describe marketing strategies for identifying customers and understanding buying behavior. The second part focuses on the practice of marketing. Chapter 5 examines some of the processes involved in obtaining information on customer needs, competition, and social trends. It presents examples in which educational institutions have used marketing research in making decisions. The sixth and seventh chapters provide guidelines for conducting a marketing audit to establish a school's current position and for developing a strategic-planning process. Chapter 8 discusses alternative approaches to marketing strategy and explains how to design a particular marketing mix. Aspects involved in developing innovative products are discussed in the ninth chapter, and communication and promotional activities are described in chapter 10. The 11th chapter offers suggestions for implementing marketing research in schools or colleges. Issues of ethics and quality are discussed in the final chapter. Two tables, 28 figures, and subject and author indexes are included. (LMI)

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